

The Strawbridge & Clothier 1921 January Sales

A Practically All-Inclusive Economy Event

As we have already stated, a very careful analysis and summing up brings out the somewhat startling fact that NEARLY EIGHT THOUSAND DIFFERENT ITEMS of merchandise are in the January Sales at LESS THAN THE REGULAR 1920 PRICES. The reductions in some instances are not strikingly large, but in hundreds of cases they are one-quarter and one-third, and many articles of seasonable apparel, fabrics, etc., are now one-half the prices prevailing in the past year. A typical example is a certain grade of

Turkish towels that cost us \$4.00 a dozen, inventoried December 31st at our loss, and now marked at \$3.00 a dozen, in this Sale. Many men's and women's garments are marked at about one-half the early-season selling prices.

PLEASE REMEMBER that the things described on this page for TO-MORROW, Wednesday, are but incidental to the GREAT EVENT itself—thousands of other articles are in the Sales at new lower prices.

Women are Marveling Over the Low Prices of These Suits and Dresses

The new purchases we have made are wonderful, and the reductions we have taken on our regular stock are equally so. It is surprising the kind and quality of Dresses and Suits now obtainable at moderate prices—really quite inexpensive.

New Models in Satin Dresses
Special at \$35.00 and \$40.00
Surplice and vestee bodices with long or short tunic; long sleeves, close-fitting or in flowing style. In navy, gray, brown and black.

Jersey Dresses, Special, \$20.00
Panel, tunic and coat models, many elaborately embroidered. Blues, brown, taupe and beaver.

Fine Taffeta Afternoon Dresses—now \$32.50 to \$45.00
Beautiful models in draped, panel and apron-tunic styles, and some with finely plaited flounces, beautifully embroidered and trimmed. Navy blue, Flemish blue, gray, brown.

Smart Tailored Cloth Suits
Special at \$17.50 and \$25.00
Silvertone, tricotine, plain and checked velours, duvet de laine and tweed effects, some embroidered, some with fur collar; others with tailored stitching.

Outing Suits, Special, \$19.75
Worsted jersey in plain tones and heather mixtures—box-plaited, pinch-back and peplum effects.

New Crepe de Chine Dresses
Special at \$20.00 to \$25.00
Plaited and tunic models, some with vestees, some in over-blouse style fastening at the shoulder. In brown, navy blue and black.

Jersey Dresses, Special, \$22.50
Panel and tunic models—an excellent collection of styles and shades, and all beautifully embroidered.

Fine Tailored Wool Velour Suits Special at \$35.00
Smart belted models, plaited below the waist-line and having the convertible collar that closes up snugly around the throat. In black, navy and brown.

Outing Suits, Special, \$22.50
Worsted jersey, plain and heather. Pointed-yoke, box-plaited, pin-tucked and inverted-plait styles.



The Fashions for Southern Resorts

Are Attracting Widespread and Admiring Attention

Women who have not yet seen these lovely heralds of summer, which are destined to sojourn in balmy Southern Lands this winter and set the pace in fashions for the next season, should come here to-morrow on a little pleasure expedition to the Second Floor. Come while everything is arranged to best advantage, and see the hundreds of new ideas developed for spring and summer, in—

Sports Frocks and Suits
Afternoon and Dinner Dresses
Sports Coats *Handsome Wraps*
Smart New Waists and Blouses
Fresh New Summer Millinery
Footwear and Other Accessories

Sports Dresses, Suits, Coats, Capes and Skirts, as colorful as a tropical day. Delicate tinted silks and crepes, and dyed laces as light as a zephyr, in Dresses for afternoon wear. Tailored Silks and Cloths of unusual distinction for traveling. Note particularly the French Hand-made Cotton Frocks. Suits with the lightest and shortest of jackets, draped girdles and sashes and high collars. White flannel Skirts with a vivid touch of green or scarlet. Everything in Wraps from the Plaid Cape with Medici collar to the Red Flannel Blazer. And Millinery to accompany them all.

\$250,000 Worth of Fine Linens Much Under Price

That, in brief, tells the story of the great January Linen Sale now going on here. Our customers are already acquainted with the uniformly high quality of Strawbridge & Clothier Linens, and with the pleasing moderation of our prices, usually appreciably lower than those asked for equal grades elsewhere. The importance of buying Linens at January reductions from these already low prices, in the face of no apparent let-up of the unusual Linen shortage, is only too obvious. Just a few of the many lots at reduced prices—

Double Damask Dinner Cloths
22 1/2 yards 22 1/2 yards 22 1/2 yards
\$10.00 \$12.50 \$15.00
Fine Scotch Linen Dinner Cloths of our own Humidor brand. Also matching Napkins, 22x22 inches—\$12.00 a dozen.

1200 Hemstitched Linen Towels—\$1.50
A clear saving of one dollar with every one of these fine Huckaback Towels. They have all-around damask border with medallion design for initial, and measure 22x40 inches.

Ivory-White Art Linen—75c a yard
Round-thread, 24-inch—just right for embroidery work.
Luncheon Sets, Thirteen pieces—\$2.45
Thirteen pieces, 1 centrepiece, 6 small and 6 large doilies, of half-linen with neatly scalloped edge.

Silk Prices are Decidedly Lower, as You Can See

Some were purchased at advantageous prices, others were taken from regular stock and reduced—in many instances they are marked at half and less than half the former prices:

Baronet Sports Satin, 40 inches wide—\$3.35
This Satin was \$7.00 not so very long ago. All the new shades.
Colored Satin Supreme, 36-inch—now \$2.50
Extra heavy, and in a complete line of shades, with plenty of the fashionable navy and brown.

Twill-back Velveteen, 36-inch—\$3.00
In navy and brown; silk finish, fast pile and color.
Black Satin de Luxe, 36-inch—now \$2.00
We sold quantities of this at double this price.

Fine Taffeta Radium, 40-inch—now \$3.00
All new and desirable shades, also black.
Beautiful Satin Crepe—now \$3.65 a yard
The first time we have had any of this Satin Crepe to sell under \$6.00. All new spring shades and black.

36-inch Fine Satin de Luxe—now \$1.65
Excellent weight; street and evening shades.
36-inch Tussah Silk Pongee—now \$1.35
Excellent for draperies as well as dresses, waists and men's wear.

32-inch Costume Corduroy—now \$1.25
Fast color, fast pile, excellent shades.
36-inch Dress Taffeta—now \$3.00
In the favored colors—navy blue and brown, also in black.

Thousands of Silk Remnants at Half Price

STRAWBRIDGE & CLOTHIER
MARKET STREET EIGHTH STREET FILBERT STREET

Men's Suits, \$22.50, \$34.50, \$44.50

Double-Breasted Ulster Overcoats now \$28.50

Hart, Schaffner & Marx Overcoats, \$42.50 \$54.50, \$71.50

There's a clear saving of more than one-third for every man who selects his Suit or Overcoat from these lots. Little need to extol the quality of this Clothing—for Strawbridge & Clothier Clothing is well known to all men who take pride in their appearance and demand the most for their money. You'll gain an even more favorable impression of these values if, before you make a selection here, you make careful comparisons in all good stores. We know—and want you to KNOW. In the group at \$42.50 are also Overcoats from other good manufacturers.

Please bear in mind—the above are but a few of the many value groups throughout our extensive Men's Clothing stock. There are many others of equal attractiveness.
Men's Separate Trousers, Almost One-half Less Than 1920 Prices
—now \$2.75, \$4.75, \$5.75, \$6.75 and \$8.25

A Clearance of Men's, Women's and Children's Gloves—Many Half Price

A large and varied collection, all at far below 1920 prices. In fact, all the Gloves in some lots are half price, and in every lot there are many Gloves at half price or nearly half price. This is a clearance of discontinued lines and broken lots:

Men's Lamb's-wool and Knit-lined Gloves and Gauntlets—now \$5.00
Men's Lined and Unlined Working Gloves and Gauntlets—now 50c pair
Men's Fabric and Silk Gloves—\$1.00
Women's Lamb-lined and Knit-lined Gloves and Gauntlets—now \$4.00
Women's Duplex Fabric Gloves—\$1.00
Women's Double Silk Gloves—\$1.25

Children's Lined Mocha Gloves—\$1.65
Children's Lined Suede Gloves—\$1.00
Infants' White Silk Mitts—now 25c
Children's Fabric Gloves—now 85c
Boys' Capeskin Gloves—now \$1.25
Children's Mocha Gloves (1 1/2 years)—90c
Misses' Real French Kid Gloves, in white, extraordinary value—\$1.25

Morning Dresses

\$3.95
One-third Less Than 1920 Price
QUEEN-MAKE House and Morning Dresses of gingham in small broken plaids—lavender, blue or green effects. The sketch shows the smart style of the pretty white poplin vest trimmed with chambray and chambray cuffs and belt. In sizes 36 to 46 inches.

New Low Prices in Corsets Mean Unusual New Economies

The Sale of Corsets has meant thousands of dollars saved for our customers. Many have bought two Corsets for the former price of one. And the models in the Sale are the fashionable, well-made Corsets from foremost makers—now at remarkably low prices:

Now 95c S. & C. Special and Warner Rust-proof Corsets, in sizes 19, 20 and 21 only. Low-bust models of pink and white batiste or coutil.
Now \$1.50 Low- and medium-bust Corsets, some with elastic top, in this excellent group of S. & C. Special and Warner Rust-proof Corsets. Many half price.
Now \$4.95 A remarkable group of fine Redfern and Bon Ton Front-lacing Corsets, also one model in Nemg Wonderlift Corsets. Sizes are broken, but there is still an excellent range of choice.
Bandeau Brassieres, hooking front or back—now 50c
Hook-front Brassieres, reinforced under the arm, 95c

Many Philadelphia Homes Have Already Profited Handsomely by This Great January

Sale of New and Used Pianos and Player-Pianos

The music lovers who selected Pianos and Player-Pianos here yesterday and today were delighted with the values obtained. We still have plenty of thoroughly desirable instruments on hand for those who as yet have been unable to share in the Sale's benefits. Don't delay too long, however—see these to-morrow. Suitable terms of payment can be arranged on any of these instruments.

Exchanged Pianos—now \$145.00, \$165.00, \$195.00, \$215.00, \$225.00 and \$245.00

Exchanged Player-Pianos—now \$225.00, \$325.00, \$340.00 and \$390.00

These "exchanged" instruments were already marked for re-sale at far less than their original prices. For the great January clearance, we have made drastic reductions from these already-low prices. Remember every instrument is in good playing condition—guaranteed to give satisfactory service.

New Player-Pianos at Savings

A Special Purchase of a well-known make to sell at a saving of more than **\$590** a reduction of almost **\$490** from 1920 price.

This is a handsome, reliable instrument, standing 4 feet 8 inches high, with fine mahogany case and unit valve player action. Fully warranted. Payments of \$15.00 monthly if desired.

Women's High-Grade Dark Coats and Dolmans Reduced

These are wonderful values—no description can do them justice. Briefly stated, there are—
Velour Coats and Dolmans at \$55.00
In good dark shades and black, elegantly lined throughout, and with collars of taupe nutria or opossum.

Fine Coats and Dolmans—now \$87.50
Of beautiful materials, lined throughout with excellent silk, and having deep collars of ringtail opossum or taupe nutria. Black and dark street shades.

1100 Yards of Real Filet Laces Exceptional, 22c to \$2.50 a Yard

A special purchase of Real Filet Laces, of Chinese make, ranging in widths from the narrow Picot edgings to the wide Insertions and Edgings. A great variety of patterns.

Dress Gingham, Now 20c Away Below Former Price

4000 yards of Dress Gingham, a saving of nearly one-half. Small plaids in blue-and-white, pink-and-white, black-and-white or lavender-and-white, also large and small plaids and favorite little plaids in three-color effects. All in 27-inch width.

5000 Yards of Romper Suiting, Now 32c
Last year the price of this sturdy Cotton Suiting was nearly double the new low price. Neat striped patterns, blue-and-white, brown-and-white, or pink-and-white, also plain tan, brown and light blue, and designs in multi-colored stripes, 32 inches wide.

Practical Muslin Underwear Featured in the January Sale

Variety, as well as value, is one of the important features of the Sale of Muslin Underwear. These well-made Undergarments will meet the needs of women who require excellent materials, dainty but simple trimmings.

Long Cloth Night Gowns—now \$2.50
The high- or surplice-neck styles many women prefer for winter wear. In the style sketched, with three-quarter-length sleeves and trimmed with sturdy embroidery edge.

Skirt Combinations—now \$1.75
A model of soft nainsook, trimmed with lace and embroidery medallions. Combination corset cover-and-skirt. Other combinations, special—\$1.75 to \$2.75.

Nainsook Envelope Chemise—now \$3.50
A lovely model, daintily trimmed with lace and embroidery medallions. At the Sale price of \$3.50.

Nainsook Isabella Drawers—now \$3.00
Drawers in Isabella style, trimmed with lace and ribbon. Less than former price—now \$3.00.

Wool Dress Serges Repriced

An important group of fine Serges now at 1921 prices, much lower than in months past. And these are the weights wanted NOW and in the spring for women's and children's suits, dresses, skirts and wraps. Notable savings for all who share in the Sale:

Fine All-wool Serge, 43-inch—\$1.50 a yard
In Burgundy, brown, navy blue or black.
Fine All-wool Serge, 48-inch—\$1.75 a yard
In brown, Copenhagen blue, plum, black or navy blue.

Navy Blue Wool Serge, 54-inch—now \$2.00
Black or Navy Blue Self-striped Dress Serge, \$1.25
Navy Blue All-wool Taffeta, 37-inch—\$1.35 a yard
All-wool Ottoman, 37-inch, brown, wine or green or navy blue—now \$1.35 a yard

White Bed Spreads Much Under Price

Housewives will find notable reductions in Bed Spreads in the January Sale.
Crochet Bed Spreads, now \$3
White Spreads, 74x110 inches.

Marseilles Spreads, now \$5.00
Satin-finish, size 76x110 inches.
Marseilles Spreads, now \$7.50
Satin-finish, size 78x98 inches.

Marseilles Spreads—now \$10
Satin-finish, size 80x90.
White Dimity Spreads, \$3.50
Jacquard weave, 40x30 inches.

Marseilles Bed Sets, now \$10
Satin-finish spreads with scalloped edge, 86x96 inches, and Bolster Throw to match.

New Low Prices on Bed Muslins

Standard grades of Bleached Muslin Pillow Case and Sheet—ing at low new prices:

Pillow Case Muslin
42 inches wide—now 33c a yard
45 inches wide—now 35c a yard

Sheeting Muslin
63 inches wide—now 55c a yard
72 inches wide—now 58c a yard
81 inches wide—now 63c a yard
90 inches wide—now 70c a yard

Fancy-striped, Feather-proof Tickling, 31-inch, the best grade—now 75c a yard.

Velour Portieres One-third Less At \$23.50 a Pair

Portieres, made up in custom style with French open edges—all with slight imperfections in weave, hardly perceptible, and which will not affect their wearing qualities. In rose-and-blue, mulberry-and-blue and blue-and-brown.

1200 Men's Shirts, \$1.25

They Sold for Almost Double a Short Time Ago Of good, dependable percale. In various fast-color stripe-effects. Cut comfortably full and roomy. Carefully made to give maximum service.

In the January Sale Silk-floenced Petticoats, \$2.95

Smart Petticoats with cotton taffeta top and flounce of silk taffeta, in black and fashionable shades—now \$2.95.
Black or Colored "Heather-bloom" Petticoats—now \$1.95

A Long Time Since Such Blouses for Boys Were \$1.00

Carefully designed, well-made Blouses, of fancy striped percale and all-white striped madras, with neckbands. A notable saving at \$1.00 each.